



# *CCSSE & NSSE*

## Using Student Engagement Data for Institutional Improvement

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# *Agenda*



## **Brief Overview of CCSSE and NSSE**

### **Key Terms**

**Process Indicators**  
**Benchmarking**  
**Between/Within Variance**

### **Using Engagement Data**

**Criterion-referencing**  
**Five Strategies for Achieving Excellence**

### **Q & A**

# *CCSSE/NSSE Overview*



**What constitutes quality in undergraduate education?**

**What evidence of quality would be helpful in guiding improvement efforts?**

# *CCSSE/NSSE Overview*



**“We can tell people almost anything about education except how well students are learning.”**



**Patrick M. Callan, President,  
National Center for Public Policy and  
Higher Education**

# *CCSSE/NSSE Overview*



**What matters most is  
what students do, not  
who they are.**

**Educationally effective  
institutions channel  
student energy toward the  
right activities.**



# CCSSE/NSSE Overview



**National Survey of Student Engagement**  
(pronounced “nessie”)



**Community College Survey of Student Engagement**  
(pronounced “sessie”)

College student surveys that assess the extent to which students engage in educational practices associated with high levels of learning and development



# CCSSE/NSSE Overview



Based on effective educational practices

Items have face and content validity

Stable over time

Self-reported data are credible

Students will participate

Actionable data

# *Key Terms*



**Process Indicators**

**Benchmarking**

**Within and Between Variance**



# Key Terms

## Process indicators

We often assess the products of education (grades, persistence, graduation rates...)

We also need to know HOW were such outcomes achieved. What programs, policies, student efforts produced those outcomes?

Process indicators are measurable markers along the educational route, *associated with desirable outcomes.*



# Key Terms



## Process indicators

### Examples:

- The amount courses emphasize higher-order thinking activities (e.g., analysis, synthesis, evaluation).
- The number of hours students spend in academic preparation
- The amount and quality of writing students are asked to submit

# Key Terms



## Benchmarking



A method by which organizations evaluate various aspects of their *processes* in relation to best practice, usually within their own sector.

Used to establish “industry standards” based on external and internal comparisons

Comparisons to similar institutions establish benchmarks

# *Key Terms*



## **NSSE/CCSSE Benchmarks are Process Indicators**

**Academic Challenge**

**Active and Collaborative Learning**

**Student-Faculty Interaction**

**Enriching Educational Experiences\***

**Supportive Campus Environment\***

**Student Effort\*\***

**Support for Learners\*\***

**\*NSSE only    \*\*CCSSE only**

*TENNAIR NSSE/CCSSE Panel Presentation*

# Key Terms



## Within and Between Variance

**Within variance** is at the student level –

*How widely dispersed are students' engagement scores?*

**Between variance** is at the institutional level –

*How widely dispersed are institutions' engagement scores?*

*(Your institution's score is the **mean** of your students' scores)*

# Key Terms

## Within and Between Variance

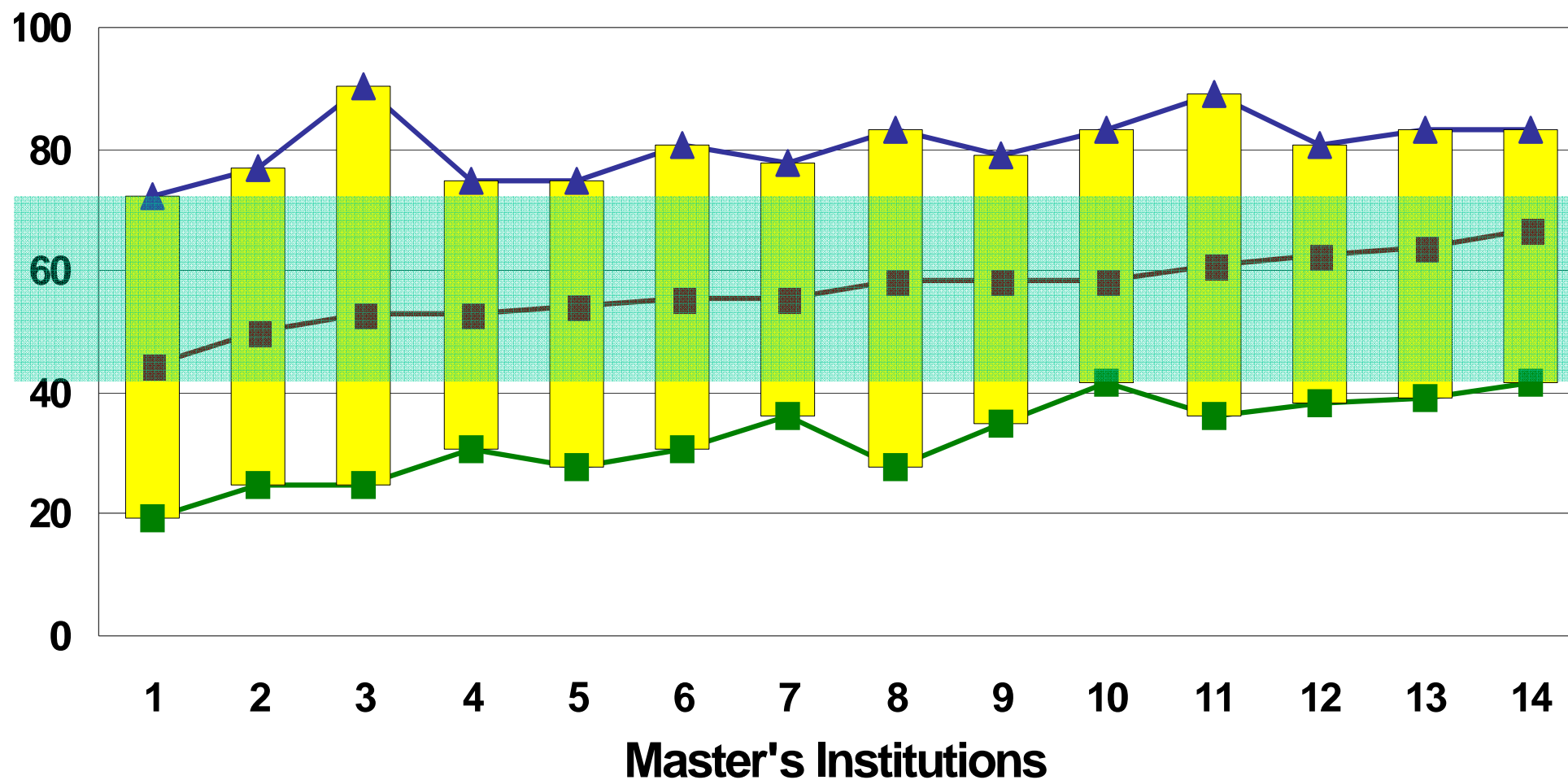


Student engagement varies more *within* than between institutions.



# Supportive Campus Environment: Seniors at Master's Institutions

- Percentile 10
- Percentile 50
- ▲ Percentile 90





# *Key Terms*



## **Within and Between Variance**

### **Who is more engaged?**

**Women**

**Fraternity & sorority members**

**Full-time students**

**Students who live on campus**

**Learning community students**

**Students with diversity experiences**

# *Key Terms*



**Worth Pondering:**

**How do we reach our least engaged students?**



# *Using Engagement Data*



## **Normative- and Criterion-Referenced Benchmarking**

### **Normative**

**Compare your college with the mean**

### **Criterion**

**Compare your college with a predetermined value**

# *Using Engagement Data*



## **Normative Benchmarking**

**Provide context**

**Determine what the mean you would like to be compared with is**

**Situate Your Results**

**What does it mean to have 80% of your students satisfied?**

**A good place to start, but not necessarily the end point**

# *Using Engagement Data*



## **Criterion Benchmarking with NSSE/CCSSE**

- **What is the college mission?**
- **What are the college's accreditation goals?**
- **Are all students equally engaged?**

# *Using Engagement Data*

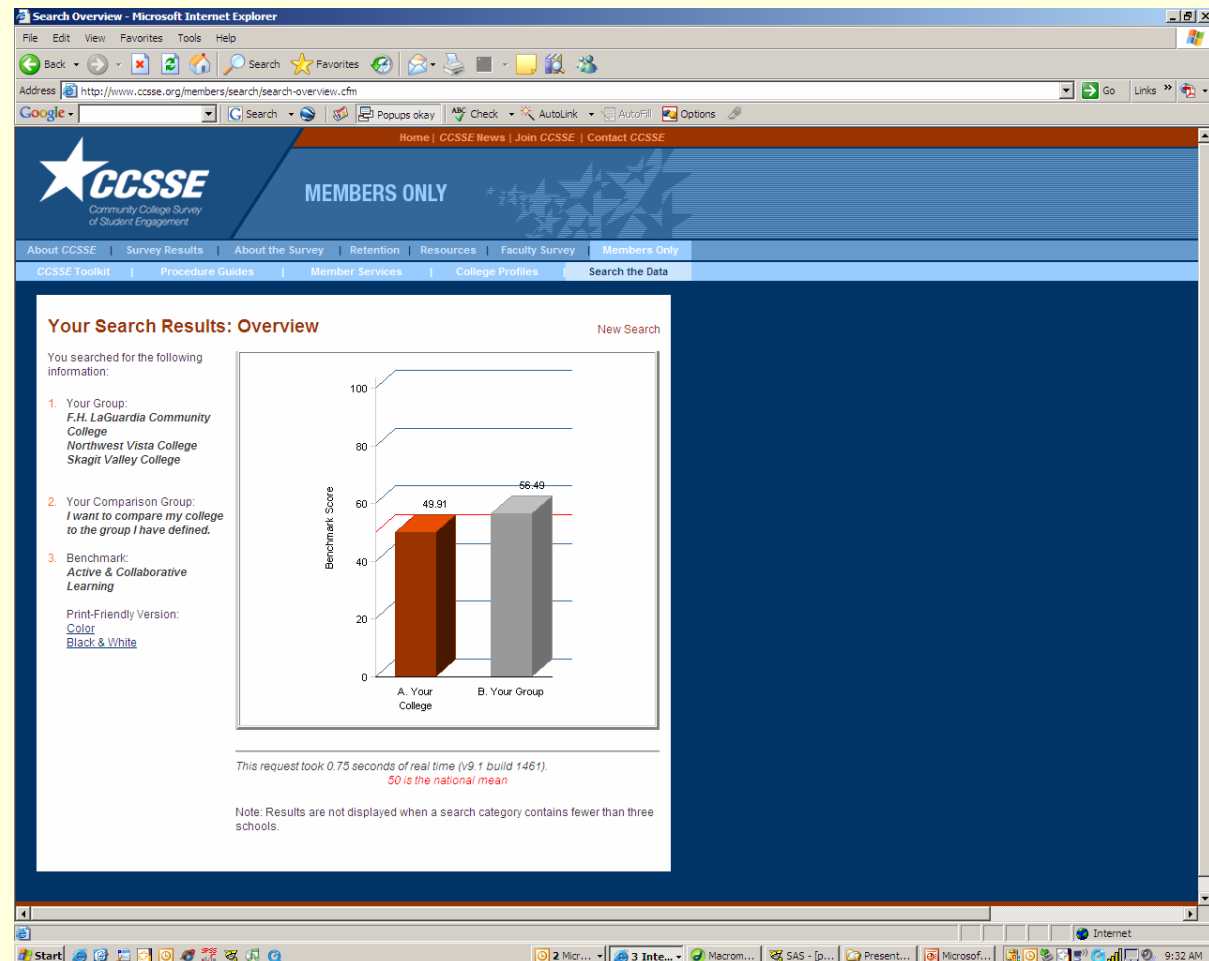


## **Five ways to reach for excellence using NSSE/CCSSE Benchmarks:**

- **Compare themselves to national average**
- **Compare themselves to high-performing colleges**
- **Measure their performance against their least-engaged group**
- **Gauge work in areas most strongly valued**
- **Compare now to where they want to be**

# Using Engagement Data

## Compare yourself to high performers





# *Using Engagement Data*



## **Measure performance against least-engaged group**

- **Breakout by race, gender, enrollment status, parental education, traditional vs. non-traditional age**
- **At risk students vs. other students. Defining at-risk at your college**

# *Using Engagement Data*



## **Gauge work in areas most strongly valued**

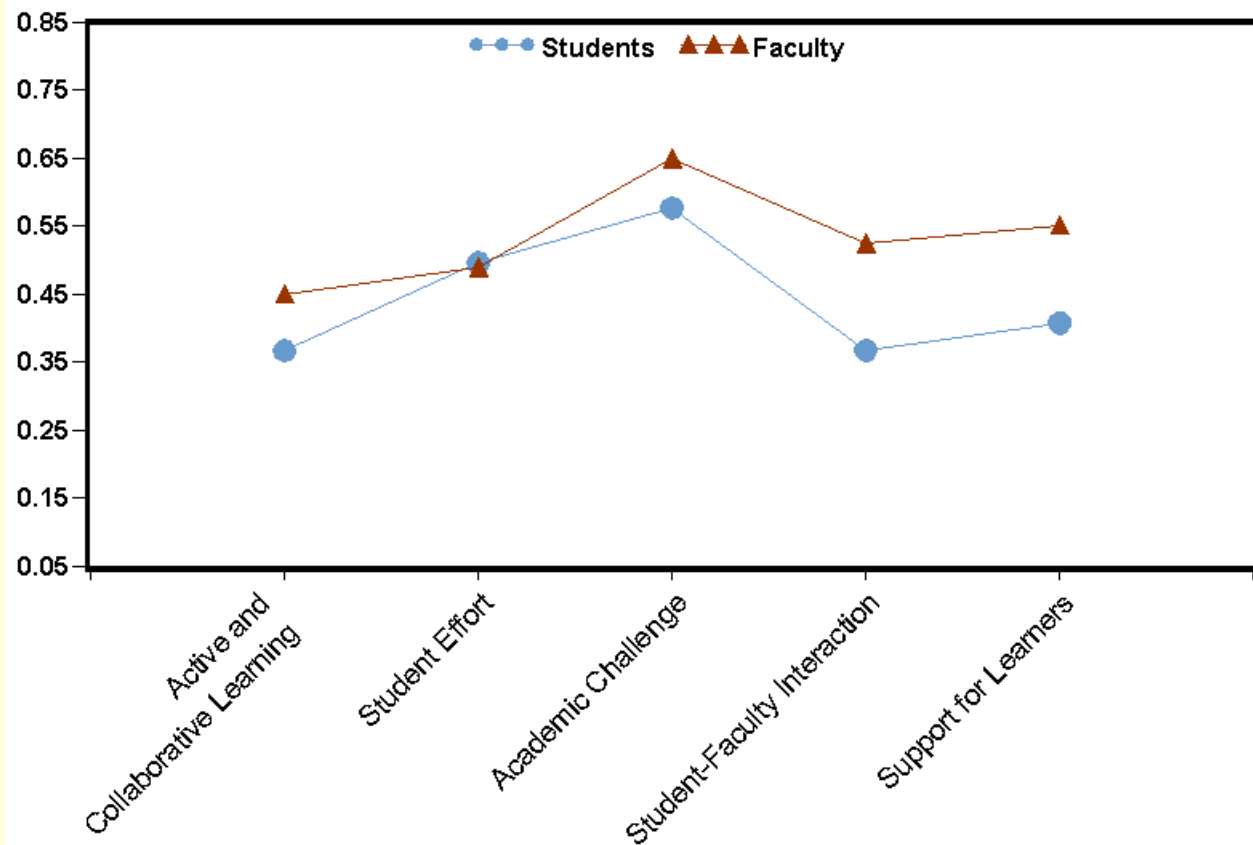
- **Focus On Current College Initiatives**
- **Sharing thoughts about how to use NSSE/CCSSE data to evaluate different programs.**
- **Juxtapose NSSE/CCSSE data and college mission statement**

# Using Engagement Data

Compare now to where you want to be



CCSSE Benchmarks



# *Using Engagement Data*



## **Gauge work in areas most strongly valued**

- **Focus On Current College Initiatives**
- **Sharing thoughts about how to use NSSE/CCSSE data to evaluate different programs.**
- **Complications of this approach and how you, as college researchers, can enhance what you can do with the data (e.g., student tracking).**

# *Using Engagement Data*



## **Northwest Vista College (TX)**

- ★ **CCSSE** results are used in the Quality Enhancement Plan (QEP) at Northwest Vista College (NVC).
- ★ **NVC's QEP** concentrates on assessing student learning outcomes for the core curriculum by serving as a focused area of NVC's Attitude, Skills, and Knowledge (ASK) model.
- ★ **CCSSE** survey items directly and indirectly relate to many of the 12 student learning outcomes identified as important by NVC faculty.

# Using Engagement Data



## Estrella Mountain (AZ)

★ Conducted three improvement sessions with students, faculty and staff; discussed the implications of **CCSSE** at the annual strategic planning retreat, and identified five improvement strategies for increasing student engagement.

- ★ Developing a freshmen institute (with learning communities),
- ★ Improving publicity of workshops and services available to students (through the use of electronic kiosks),
- ★ Developing student life activities to increase contact with faculty in non-academic settings,
- ★ Creating facilities to improve adjunct faculty interaction with students, and;
- ★ Integrating student support services into the course curriculum



*Questions?*



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